REMARKS/ARGUMENTS

1.   Applicants acknowledge with appreciation the courtesy extended by Examiner Stimpak and Primary Examiner Diaz of a telephonic interview on February 18, 2004 with Applicants' Attorney Jeffrey Klayman to discuss the Office action of November 19, 2003. The meaning of the term "forced choice questions" was discussed, with Mr. Klayman indicating that the term is a term of art sufficiently disclosed in the specification and incorporated references, and the Examiners indicating that they found various definitions that essentially allowed the term to include any question that forces the respondent to choose from a number of possible responses, including true/false, fill-in-the-blank, and multiple choice questions. The Examiners requested that the claims be amended to clarify what is meant by "forced choice questions."
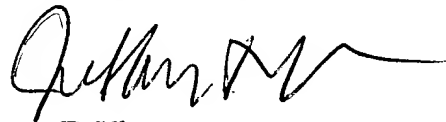
2.   Claims 1-17, 19, 20, 22, 23, and 25-29 are pending in this application. Claims 1, 22, 23, 25, and 29 have been amended to reflect embodiments of the invention in which the first set of forced choice questions are designed to permit analysis of the responses in terms of a first plurality of attributes that are essentially orthogonal to one another, the second set of forced choice questions are designed to permit analysis of the responses in terms of a second plurality of attributes that are essentially orthogonal to one another and complementary to said first plurality of attributes, and the preference profiles are derived from the responses using conjoint analysis. This "orthogonality" is described in the specification on page 22, lines 2-4 and in the incorporated referenced entitled New Way to Measure Consumers' Judgments on page 4, lines 4-10. Examples of conjoint analysis techniques are described in the specification and incorporated references.

Applicants respectfully submit that the claims are allowable over Puram, both alone and in combination with CareerMosaic. Puram clearly does not

obtain responses from parties and counterparties to sets of questions designed to allow analysis of responses in terms of complementary attributes. Nor does Puram employ conjoint analysis of responses provided by the respondents. Rather, Puram normalizes values provided by respondents in various categories to respective maximum values set by an employer. No analysis of the information provided by the employer or the respondents is required to derive preferences, as in the present invention as claimed, because the maximum values set by the employer and the evaluations provided by the respondents are considered essentially as absolute values. Puram also allows respondents to provide "preferences" that are compared to certain job requirements defined by the employer. Again, no analysis of the information provided by the employer or the respondents is required to derive preferences, as in the present invention as claimed.

3.   Claims 1-17, 19, 20, 22, 23, and 25-29 are pending in this application. All pending claims are believed to be in a form suitable for allowance. Therefore, the application is believed to be in a condition for allowance. The Applicant respectfully requests early allowance of the application. The Applicant requests that the Examiner contact the undersigned, Jeffrey T. Klayman, if it will assist further examination of this application.

Respectfully submitted,

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